

ORDER



Orders	Order / Rev:	69358	Primary AE:	Millennium Washington DC
	Alt Order #:	9856146 /Brad	Sales Office:	MNAT
	Product Desc:	Obama for America	Sales Region:	National
	Estimate:			
	Flight Dates:	11/01/12 - 11/06/12		
	Original Date / Rev:	10/31/12 / 11/07/12		
	Order Type:	GENERAL		
Agency	Name:	Greer Margolis Mitchell	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Ave	Agency Commission:	15%
		Washington, DC 20007		
Advertiser	Name:	Obama/D/President	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	Presidential Elections	Advertiser External ID:	
	Priority:	P-2	Agency External ID:	
	Revenue Codes:	AGY, POL-CAND, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	93	\$44,085.00	\$37,472.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	93	\$44,085.00	\$37,472.25	0.00
Totals	93	\$44,085.00	\$37,472.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	30%	\$44,085.00
Market	100%	\$146,950.00

Competitive Share	Share	Total
EHP	1%	\$1,469.50
UNKWN	64%	\$94,048.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	5%	\$7,347.50
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M- TF- -	:30	2	\$60.00	P-2	0.00	NM	2	\$120.00
E 2	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M- TF- -	:30	2	\$60.00	P-2	0.00	NM	2	\$120.00
E 3	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M- TF- -	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
E 4	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M- TF- -	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
E 5	WHP	11/01/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	M- TF- -	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
E 6	WHP	11/01/12	11/05/12		CM	9a-11a	-----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00

Order / Rev: 69358
 Alt Order #: 9856146 /Brad
 Flight Dates: 11/01/12 - 11/06/12

Advertiser: Obama/D/President
 Product Desc: Obama for America
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS This Morning Saturd: Saturday Early Show															
E 7	WHP	11/01/12	11/05/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M- TF--	:30	4	\$220.00	P-2	0.00	NM	4	\$880.00
E 8	WHP	11/01/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M- TF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
1	WHP	11/01/12-11/05/12	M-F 2p-3p		2p-3p		M- ThF----	:30		(\$200.00)	0.00	NM			
See MG 8.5 [No Avail]															
5	WHP	11/01/12-11/05/12	Sa-Su 11p-1130p News		11p-1130p		----- SaSu	:30		\$200.00	0.00	NM			
(M)	MG	8.1 11/05	[MG within Flight]												
E 9	WHP	11/01/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M- TF--	:30	4	\$195.00	P-2	0.00	NM	4	\$780.00
E 10	WHP	11/01/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M- TF--	:30	4	\$275.00	P-2	0.00	NM	4	\$1,100.00
E 11	WHP	11/01/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M- TF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
E 12	WHP	11/01/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M- TF--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
E 13	WHP	11/01/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M- TF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
E 14	WHP	11/01/12	11/05/12	CBS Evening News CBS Evening News	CM	630p-7p	M- - F--	:30	1	\$1,000.00	P-2	0.00	NM	0	\$0.00
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
1	WHP	11/01/12-11/05/12	CBS Evening News		630p-7p		M- - F----	:30		(\$1,000.00)	0.00	NM			
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Preempted by NSM]															
E 15	WHP	11/01/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M- TF--	:30	4	\$700.00	P-2	0.00	NM	2	\$1,400.00
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
1	WHP	11/01/12-11/05/12	M-F 7p-730p		7p-730p		M- ThF----	:30		(\$700.00)	0.00	NM			
Credited [Credited Spot]															
3	WHP	11/01/12-11/05/12	M-F 7p-730p		7p-730p		M- ThF----	:30		(\$700.00)	0.00	NM			
Credited [Credited Spot]															
E 16	WHP	11/01/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M- TF--	:30	4	\$800.00	P-2	0.00	NM	2	\$1,600.00
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
1	WHP	11/01/12-11/05/12	M-F 730p-8p		730p-8p		M- ThF----	:30		(\$800.00)	0.00	NM			
Credited [Credited Spot]															
4	WHP	11/01/12-11/05/12	M-F 730p-8p		730p-8p		M- ThF----	:30		(\$800.00)	0.00	NM			
Credited [Credited Spot]															
E 17	WHP	11/01/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M- TF--	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
E 18	WHP	11/01/12	11/05/12	Letterman Letterman	CM	1135p-1235a	M- TF--	:30	4	\$140.00	P-2	0.00	NM	4	\$560.00
E 19	WHP	11/01/12	11/05/12	Late Late Show Late Late Show/Ferguson	CM	1235a-135a	M- TF--	:30	2	\$35.00	P-2	0.00	NM	2	\$70.00
E 20	WHP	11/01/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M- -----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
E 21	WHP	11/01/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00

Order / Rev: 69358
 Alt Order #: 9856146 /Brad
 Flight Dates: 11/01/12 - 11/06/12

Advertiser: Obama/D/President
 Product Desc: Obama for America
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	WHP	11/01/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
1	WHP	11/01/12-11/05/12	Sat Reg 1			8p-9p									
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Program Change]															
E 23	WHP	11/01/12	11/05/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
1	WHP	11/01/12-11/05/12	Sat Reg 2			9p-10p									
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Program Change]															
E 24	WHP	11/01/12	11/05/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
E 25	WHP	11/01/12	11/05/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
E 26	WHP	11/01/12	11/05/12	SEC Prime Game SEC Football Night Game	CM	Various	-----S-	:30	1	\$895.00	P-2	0.00	NM	13	\$2,895.00

Order / Rev: 69358
Alt Order #: 9856146 /Brad
Flight Dates: 11/01/12 - 11/06/12

Advertiser: Obama/D/President
Product Desc: Obama for America
Estimate:

WHP-TV CBS21

Order / Rev: 69358
Alt Order #: 9856146 /Brad
Flight Dates: 11/01/12 - 11/06/12

Advertiser: Obama/D/President
Product Desc: Obama for America
Estimate:

WHP-TV CBS21

Order / Rev: 69358
Alt Order #: 9856146 /Brad
Flight Dates: 11/01/12 - 11/06/12

Advertiser: Obama/D/President
Product Desc: Obama for America
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N43	WHP	11/01/12	11/05/12	NFL RS Game Early NFL RS Game Early	CM	1p-4p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
N44	WHP	11/01/12	11/05/12	NFL RS Game Late NFL RS Game Late	CM	4p-7p	-----SS	:30	1	\$2,000.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12	NFL RS Game Late			4p-7p			-----SaSu	:30	\$2,000.00	0.00	NM		
See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9															
[Program Change]															
													Totals	93	\$44,085.00

Totals 93 \$44,085.00